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ABSTRACT

This March 1973 survey assessed library use by non-affiliated users by type of library in the six county library council region. Among the items on the questionnaire distributed to over 100 public, academic, school, and special libraries were: (1) the purpose of the library visit and the subject matter of interest, (2) satisfaction with services provided, and (3) why the particular library was selected including such factors as convenient location, parking, hours of operation, librarian qualities, and the collection. The report indicates that non-affiliated persons utilize public libraries significantly more than other library types, primarily because of the convenience. Therefore, the main element of a successful cooperative venture should be the public library system. Appended are a sample questionnaire and tables. (Author/STS)

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Census of Use by the Public of Different Types of Libraries

by

James P. McCabe and Others

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Abstract: This report summarizes the results of a survey conducted by the Greater Lehigh Valley Library Council, which encompasses six eastern Pennsylvania counties, on the use of different types of libraries by non-affiliated users. With regard to future cooperative ventures, the purpose of the survey was to show how many non-affiliated users were in libraries at certain specified periods. 50,000 questionnaires were distributed to more than 100 public, special, academic, and school libraries to be filled out by users during two 6 hour periods in March of 1973. The answers of the 3603 respondents who were non-affiliated users were programmed to produce two print-outs -- by library and by users -- for residence, primary library affiliation, alternate library use, purpose of visit, reason for selection of this library, subject matter, and satisfaction. The following patterns of library use emerged from the survey: (1) No cooperative venture will work unless it's convenient for users, (2) Most people not affiliated with a college or university will go to a public library whatever their purpose, (3) Most non-affiliated users want to borrow books directly, (4) Many users want a place to study and access basic reference sources, (5) Most people are not looking for particular strengths in subject collections, (6) High school library service remains underutilized in the community. These results indicate that the main element of a successful cooperative venture would be an expanded public library system. (MEH)

CENSUS OF USE BY THE PUBLIC OF DIFFERENT TYPES OF LIBRARIES:

A Survey Indicating the Needs of Users With Regard to Cooperative Ventures

by
James P. McCabe
Patricia Ann Sacks
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The Greater Lehigh Valley and Its Library Resources

Since 1971, librarians of the six neighboring counties of Lehigh, Northampton, Berks, Schuykill, Monroe and Carbon, in Eastern Pennsylvania have been working together as The Greater Lehigh Valley Library Council to foster cooperation between different types of libraries in the region. The population of the six counties numbers slightly over one million. Each of the five largest cities, Allentown, Bethlehem, Easton, Reading and Pottsville, has large public libraries with a combined total of more than 650,000 volumes. The fifteen or more special libraries in the area (law, medical, business and industrial) account for almost 130,000 volumes. Holdings of the thirty or more smaller public libraries and sixty some secondary school libraries bring the total number of volumes in non-college libraries to nearly one million volumes. The academic libraries include one private university, nine private college, two state college, three state university branch and three community college. The private institutions account for one and one-half million volumes and the public colleges for one-half million, bringing the grand total of library holdings in the Lehigh Valley to three million volumes.

Access to these holdings for residents of the area may be had through interlibrary loan or, in many cases, by direct borrowing by persons not affiliated with the library or, in most cases, by on-the-premises use. Interlibrary loan among the public libraries is facilitated by the District Library System and among six

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*Marjorie Druckenmiller, Jewel Jones, Marion Saul and Jean Wessner were among the many other Lehigh Valley librarians who contributed substantially to the project.

of the private colleges through the Lehigh Valley Association of Independent Colleges, a consortium arrangement featuring TWX communication and daily delivery. Interlibrary loan between different types of libraries and libraries not in these systems is done in the conventional way through the mail.* For users who find the interlibrary loan arrangements too slow, direct borrowing, or in-house use at the other library is an alternative if, in most cases, they have an automobile. Public transportation in the area is restricted mostly to the urbanized areas and is generally not convenient to use. Most roads are, however, not congested and the travel time by car from any one point in the area to any other rarely exceeds an hour or an hour and a half.

The Library User Survey

Librarians of the Lehigh Valley had long been aware that patrons of any one library, public or college, did not hesitate to use any other library available to them for information needs not supplied by their home library; but it was not until after a Workshop on Cooperation Between Different Types of Libraries, held in Philadelphia on November 14-17, 1971, that The Greater Lehigh Valley Library Council was founded to study and plan for such use in a systematic way.

One of the first projects of the Council was to design and execute a survey of library use which would attempt to show how many "outside" or "non-affiliated" users were in Lehigh Valley libraries within certain specified periods. Non-affiliated users were identified as college students using public libraries, townspeople using academic libraries, public library users living outside of the library's tax base and (for the purposes of this study) high school students using public libraries. Elementary and pre-school children were not included in the survey. With partial funding from an LSCA, Title III grant, a questionnaire

*The survey was done before the introduction of the Interlibrary Delivery Service of Pennsylvania (IDS).

(see p. 18) was compiled and printed. After a series of pre-tests, coordinators for public, school, special and academic libraries distributed 50,000 copies of the questionnaire to more than 100 libraries where they were filled out by all library users during two six-hour, sample periods between March 1 and 12, 1973. Based on the answers to questions 1, 2, and 3, 3603 respondents were identified as non-affiliated users.

Since the survey was to deal with non-affiliated use only, participating libraries were free to make use of the questionnaires answered by their own patrons as they saw fit. Only the 3603 non-affiliated responses were collected by the Survey Committee for analysis. To facilitate this analysis, each library in the Lehigh Valley was assigned a unique code indicating its location and category -- public, academic, school, or special. In the appended charts these categories are expanded as follows:

Public, main
branch
suburban
rural
Academic, private
state
School, public in a community without public library service
public in a community with public library service
private
Special

The questionnaires were then submitted to the Computer Center at Lehigh University where a program was designed to produce the following information: residence, primary library affiliation, alternate library use within a six month period, purpose of this library visit, reason for selecting this library, principal subject matter, and satisfaction. The print-out was arranged in two parts (a) by individual library and (b) by users, i.e. students from individual schools and non-students by place of residence. Individual participating libraries were supplied with copies of the parts of the print-out that applied to them and with a summary report compiled by the Survey Committee of the Council.

Survey Results and Implications

Chart 1 (see p. 19) is a summary of all student and non-student, non-affiliated user responses to the questions: "What is your main purpose for coming to the library?" "Why did you choose this library rather than another area library?" and "Please check the principal subject matter of the library materials you are using." Each respondent was allowed to check two answers to the first two questions; no limitations were placed on the last question. Percentage figures given, therefore, are the total number of respondents checking these answers, not of the number of times the answer was checked.

The fact that the borrowing of library materials was the main purpose of most (56 percent) of the non-affiliated users says something about the amount of library cooperation already in existence in the area. Both students and non-students are able to go to various libraries and borrow directly even though they are not (with the exception of high school students in their local public libraries) legally entitled to such service. A quick survey of library regulations in the area (cf. Directory of Libraries in the Lehigh Valley Area. Allentown, Pa., 1971.) reveals that many libraries offer borrowing privileges to the general public, that some charge a nominal fee; that others restrict use to on-the-premises; but that very few, even privately owned special libraries, exclude the general public altogether.

The three other purposes for coming to the library most often cited deal with use of library materials on the premises. Non-student use differs from that of students only in the research and term paper category.

The fact that convenience rather than the collection is the most common reason for going to another library is not to be taken altogether at face value. Many of the libraries in the area do have similar collections, to be sure; but if, for example, a college student needs material usually carried in a public library, he

will choose the most conveniently located public library, but he will go primarily for the collection. The same would apply for use of college libraries and, in fact, responses to this question at the one large university library show the collection, not convenience, to be the main reason for choosing that library.

Table 1. Why This Library, University Library

		Non-Students		Students		Total	
Total Responders		25		62		87	
		#	%	#	%	#	%
A	convenience	8	32	18	29	26	30
B	parking	1	4	1	2	2	2
C	hours	3	12	5	8	8	9
D	registered borrower	1	4	3	5	4	5
E	collection	11	44	24	39	35	40
F	comfortable facilities	2	8	4	6	6	7
G	librarians helpful	1	4	1	2	2	2
H	no access to other libraries	1	4	0	0	1	1
I	tried other libraries	2	8	9	15	11	13
J	other						

Convenience of location, however, is cited by two-thirds of the respondents and probably even represents some sacrifice of collection quality in the choice of library. It is, no doubt, one of the most important factors librarians have to consider in the establishment of any cooperative arrangements.

The heavy use of reference works shown on the principal subject matter section of the chart is due obviously to the large numbers of students using the libraries for homework assignments and term papers. The other two most heavily used subjects, fiction and history-politics-geography-travel present no surprises. The differences between student and non-student subject choices are also predictable.

Public Library Use

Charts 2, 3, 4 and 4A (see pp. 20, 21, 22, and 23) reveal that public libraries, especially urban main libraries receive the largest share of non-affiliated use.

High school students living in the library's district cannot, of course, strictly be termed non-affiliated (two of the libraries in question receive their budgets through local school boards) except in so far as they are not using their high school library which may have been inadequate for their assignments or closed. Nevertheless, even if these students are not considered, public libraries still handle 70 percent of the college students and 64 percent of the non-students. These are area-wide figures; in the case of an individual city the distribution changes somewhat:

Table 2. Non-affiliated Use in the City of Allentown

	Non-Student		Priv. Coll.		State Coll.		Comm. Coll.		Public H.S.		Priv. H.S.		Prof. Sch.		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Main Public Library	131	13	17	2	28	3	21	2	206	21	81	8			484	49
Branches	41	4	3		1		7		161	16	15	1			228	23
Academic, Private	80	8	27	3	28	3	15	2	72	7	18	1	1		241	25
Academic, State	1		1						1						3	
Community College	14	1			1				10	1					25	3
Special	1				1										2	
Total	268	27	48	5	59	6	43	4	450	46	114	12			983	100

Table 2 shows that in the city of Allentown public libraries served 72 percent of the non-affiliated users, but private colleges served 25 percent. Although the figures for Bethlehem do not correspond to these (public libraries 82 percent, private colleges 12 percent) because of the unusually high number of public school students in the public libraries, Allentown is representative of the typical geographical distribution of libraries in four of the major cities of the region. Public libraries and branches are conveniently located in the cities along with one or two private colleges with well developed collections. Community college and state college libraries are located outside of the cities in rural areas or in smaller municipalities. Private college libraries are, of course, busy serving their own

constituents, and most, while open to the public, restrict outside use in some way; either by charging a nominal fee for borrowing privileges, not providing reference assistance, restricting the number of volumes per loan or not lending to persons under 15 years of age. These practices plus the natural hesitation of many citizens to enter a college campus and search out the library, combine to make the public library the most convenient and visible source of library service in the community even for the non-affiliated user -- students and non-students. Close examination of Chart 4 shows that even private, state, and community college students when they leave their own campuses tend to go to the

Table 3. College Student Library Preference

	Private College		State College		Community College		Total	
	#	%	#	%	#	%	#	%
Public Libraries	140	60	78	74	112	84	330	70
Academic, Private Libraries	81	35	17	16	20	15	118	25
Academic, State Libraries	11	5	9	9	2	1	22	5
Community College Libraries	2		1	1	0		3	
Total	234	49	105	22	134	28	473	100

local public library rather than to another college library. This is somewhat surprising in view of the fact that while the four largest public libraries in the area have strong collections, they do not rank themselves as research libraries except in local history and a few special subject collections. Nevertheless, a full 70 percent of the college students in other libraries were in public libraries.

The "main purpose" responses (see Chart 5, p. 24) in public libraries show a variation from the use of academic libraries which corresponds to the types of collections and services to be found at the two different types of libraries.

Table 4. "Main Purpose" in Public and Academic Libraries

		Public Libraries		Academic Libraries	
		Total Responders 2954		Total Responders 605	
		#	%	#	%
A	to borrow	1824	62	160	26
B	to study	1016	34	317	51
C	reference	960	32	142	23
D	term paper-research	1167	40	264	42

That 36 percent more non-affiliated users borrow from public libraries than from academic libraries is explained by the fact that most of the borrowers were high school students. Non-students, however, also borrowed heavily (50% gave this as a main purpose). The low percentage of borrowing in academic libraries is also explained by the restrictions mentioned above placed on outside users by colleges. These restrictions also account, no doubt, for the 17 percent higher use of academic libraries as a place to study. Reference use varies overall only nine percentage points between academic and public libraries, but Chart 5 (see p. 24) shows that in main public libraries 40 percent of the non-students and 34 percent of the students used the library for reference purposes. These figures no doubt reflect the high level of reference service provided to the public by these libraries, which is understandably not available to the public at academic libraries. The fact that a smaller percentage of non-affiliated users were in public libraries for term paper and other research is very likely related to the actual or expected difference in collection depth in typical academic subject areas. The responses

to this question seem to indicate that the non-affiliated users surveyed are sophisticated library users who know which library to visit for specific needs.

Chart 6 (see p. 25) showing why the non-affiliated users chose the particular library they were in shows that convenience of location is one of the biggest attractions of the public library.

Table 5. "Why This Library", Public and Academic Libraries

		Public Libraries		Academic Libraries	
		Total Responders 2954		Total Responders 605	
		#	%	#	%
A	convenient location	2011	68	332	55
C	convenient hours	266	9	63	10
D	registered borrower	1343	45	50	8
E	collection	479	16	183	30
G	helpful librarians	253	9	21	3

Branch libraries and small public libraries in suburban and rural areas scored highest in this category. These figures dramatically illustrate the importance of the many small community libraries in the area. Apparently almost one-third of the users needed only basic library services that could be supplied even by the very smallest of facilities. These responses correspond to the figures for answer E, "the collection has what I need." Only 16 percent of the public library users cited this as a reason; whereas, 30 percent did so in academic libraries. The fact that 37 percent more non-affiliated users in public libraries mentioned that they were using those libraries because they were registered borrowers is explained by the large numbers of high school children counted in with non-affiliated users. Although academic libraries tend to have longer hours than public libraries, this did not seem to be of much concern to the users surveyed. Other reasons do not vary remarkably from library to library except that slightly more users found

librarians to be helpful in public libraries than in academic and more so in smaller libraries than in larger.

The principal subject matter (see Chart 7, p. 26) used in public libraries differs notably from that in academic libraries only with regard to fiction and reference books. 30 percent more public library users wanted fiction and 16 percent more wanted reference books. With the exception of history, arithmetic and science, a slightly smaller percentage of public library users were interested in typically academic subjects than those in academic libraries. Here again is another example of the user knowing where to look for specific types of library materials.

Table 6. "Principal Subject Matter" in Public and Academic Libraries

		Public Libraries Total Responders 2954		Academic Libraries Total Responders 605	
		#	%	#	%
A	art, music, theatre	419	14	63	10
B	business	162	5	54	9
C	fiction	1004	34	24	4
D	children's books	234	8	18	3
E	dictionaries, etc.	1156	39	144	23
F	hist., pol., geog.	844	30	140	23
G	local history	141	5	7	1
H	philosophy & religion	178	6	43	7
I	language & literature	352	12	100	16
J	mathematics	104	4	21	3
K	science	541	18	86	14
L	psych., soc., soc. sci.	385	13	100	16
M	sports	354	12	30	5
N	engineering	129	4	35	6
O	cooking, craft	179	6	6	1
P	rare books	57	2	15	2

In addition to standard reference works and fiction more people in public libraries were using children's books, local history, sports and cooking — subjects usually collected heavily by the public library.

Academic Library Use

Although public libraries served more non-affiliated users than any other kind of library, a study of Charts 2, 3, 4, 4A (pp. 20, 21, 22, 23) and table 2 (p. 6) shows that academic libraries, especially the private college and university libraries fulfill library and information needs for a substantial segment of the general public as well as for their own faculty and students. All of the private academic colleges, with one exception, are located within the boundaries of the four largest urban centers and are, therefore, somewhat more accessible than the state and community colleges. Within some of these urban centers, as shown on page 6 , private academic libraries account for a larger percentage of the non-affiliated use than they do in the Greater Lehigh Valley area as a whole.

Table 7. Use of Academic Libraries

	Non-Students		College Students		Comm. Coll. Students		H.S. Students		Totals	
	#	%	#	%	#	%	#	%	#	%
Academic, Private	139	63	98	81	20	91	177	73	434	72
Academic, State	50	23	20	17	2	9	52	22	124	21
Academic Community College	30	14	3	2	0		14	5	47	7
Total	219	36	121	20	22	4	243	40	605	100
Total in all libraries	630		342		136		2482		3590	
Percent in Academic Libraries		35		35		16		10		17

The heaviest non-affiliated use in academic libraries was by high school students (40 percent) although only 10 percent of these students appeared in academic libraries (see Chart 4A). Non-students (36 percent) and four-year college students (20 percent) were the next highest users. Community college students (4 percent) formed the smallest group of users. Four-year college students and non-students were the only groups with relatively high percentages in academic libraries (35 percent each). The four-year college students from the six private

colleges have direct borrowing privileges in all but one of these institutions, which helps to explain why 81 percent of them went to other private colleges. These institutions, however, received the bulk of all non-affiliated use of academic libraries (72 percent), no doubt mostly because of their number. There are more of them than any other kind of academic library. State colleges absorbed 21 percent of the academic users and community colleges 7 percent.

For most users the academic library provided a place to study or read even for non-students who checked this reason slightly more than students (as a rule most academic libraries provide more seating space than the average public library); whereas, most public library users were there to borrow books (see Table 4, p. 8).

Table 8. "Main Purpose" in Academic Libraries

	Non-Students		Students		Totals	
Total Responders	219		386		605	
	#	%	#	%	#	%
borrow	61	28	99	26	160	26
study	113	52	195	51	308	51
reference	61	28	77	20	138	23
research	49	22	208	54	257	42
interlibrary loan	5	2	1		6	1
photocopy	16	7	16	4	32	5
library program	2	1	2		4	
meeting place	9	4	6	2	15	2
other	27	12	33	9	60	10

Research and term paper work was the next most important reason for users coming to the library. Here, understandably, there is a wide divergence between student and non-student users. 32 percent more students were doing research work than were non-students. This is the only category where such a wide difference exists. Borrowing and reference use were the next two important purposes, but as mentioned above these were more often cited at public libraries.

Chart 6 (see p. 25) illustrates that while there may be different reasons why users chose academic libraries over public libraries, there is little difference in why a user went to one type of academic library rather than another. With the community college users there seems to be slightly more emphasis on convenience of location, parking and hours, as well as the helpfulness of librarians. If there had been more users in these libraries perhaps the figures would be more meaningful than they are. The collections in all the academic libraries are the second

Table 9. "Why This Library" in Academic Libraries

	Academic, Private		Academic, State		Community College		Total	
Total Responders	434		124		47		605	
	#	%	#	%	#	%	#	%
convenient location	228	53	74	60	30	64	332	55
parking	8	2	2	2	2	4	12	2
convenient hours	43	10	11	9	9	19	63	10
registered borrower	40	9	7	6	3	6	50	8
collection	141	32	27	22	15	32	183	30
comfortable facilities	62	14	7	6	5	11	74	12
helpful librarians	15	3	2	2	4	9	21	3
no other access	13	3	10	8	2	4	25	4
tried other libraries	38	9	6	5	3	6	47	8

most important reason people chose these libraries. In three of the larger college libraries close to 50 percent gave this as a reason for using those libraries.

The chief subject matter used in academic libraries seems to follow more or less the same patterns in each of the libraries. In only a few cases does use vary from one college library to another and not always in a manner that corresponds to the strength of the collections. For example, in Table 10 the University and College 1 have particularly strong science and engineering collections yet the use of these collections is below that in other libraries. Colleges 2 and 3 are strong in religion, but use was not above average here either. Several other similar cases

of strong subject collections and low use might also be pointed out. Apparently most users were not aware of or did not need the wealth of material to be found in these collections.

Table 10. "Principal Subject Matter" in Academic Libraries

	University %	College 1 %	College 2 %	College 3 %	College 4 %	Total Acad. %	All Libs. %
art, music, theatre	9	3	3	10	12	10	13
business	8	14	6	9	4	9	6
fiction	1	0	0	4	2	4	29
children's books	1	0	3	3	0	3	7
dictionaries, etc.	16	17	24	18	19	23	37
hist., pol., geog.	17	16	21	16	19	23	27
local history	2	0	3	0	0	1	4
philosophy & religion	3	5	0	5	1	7	6
language & literature	7	10	9	10	10	16	13
mathematics	3	0	3	0	0	3	3
science	3	3	6	8	6	14	18
psych., soc., soc. sci.	8	9	9	5	3	16	13
sports	0	0	3	2	1	5	11
engineering	3	3	3	1	2	6	5
cooking, craft	0	0	0	0	0	1	5
rare books	0	0	3	0	0	2	2
education	1	3	0	3	2	2	1

Special Libraries

Since only 12 people appeared as non-affilated users in special libraries it is hard to draw any conclusions from their responses. Not all special libraries in the area participated in the survey, however, and it might be safe to project a use of perhaps several hundred in the period of a year being served by special libraries.

The Outlook for Cooperative Ventures

Underlying any examination of the possibilities for cooperation between different types of libraries should be one of the major findings of this survey; namely

that the constituents of every high school, public and academic libraries are being served quite extensively every day by other libraries and in many cases completely free of any charge. Another major finding that should not be overlooked is that every library is already heavily engaged in this cooperation to the extent that the average academic library serves 30 non-affiliated users per day and the average public library serves 90 high school students and 32 other non-affiliated users. In other words, library users have had needs beyond their home library facilities and have gone ahead and established a cooperative system almost without the conscious intervention of library administrators. While one approach librarians might take to this situation is to sit back and see where the user will take them, it is probably more logical for administrators to anticipate and facilitate this trend. A systematic and joint approach to the problem is also more likely to eliminate the real or imagined overburdening of any one library or group of libraries.

Several patterns of library use emerge from the survey that seem to establish basic assumptions for planners of cooperative ventures. Among them the following appear to be the most salient:

1. No cooperative venture between libraries of any kind will work unless it is convenient for users.

2. Most people will go to a public library no matter where they come from or what they are looking for.

3. Most non-affiliated users (56 percent) want to borrow books directly and "on the spot" so to speak.

4. Many library users (between 30 and 40 percent) merely require a place to work and the most basic of reference works.

5. Only between 15 and 20 percent of those who leave their home library are consciously looking for a library with a strong collection.

6. High school library service, in every district, public and parochial, remains an underutilized library service in all the communities surveyed.

The last point mentioned may be the biggest single deterrent to such all-out cooperative ventures as a universal library card since there are few academic or special libraries that would welcome an influx of several hundred high school students per day. On the other hand it does not seem likely that school districts will consider strengthening high school library facilities or opening them in the evenings; nor has it been proven that students would use them if such steps were taken.

These considerations along with the overwhelming preference shown by the users surveyed for public libraries both large and small regardless of adequacy seem to point to a cooperative arrangement in which a strengthened and expanded public library system would be the main element. The expansion could take the form of increased branches in urban areas and the encouragement of small community libraries in rural areas -- even if they are stocked with only minimal collections; or contractual arrangements might be made in some locations between a public library system or a local government and an existing academic, special, or school library to provide public library services to the local population.

With the arrival of OCLC terminals in the main public libraries and some of the larger academic libraries in the Valley the possibility of developing a local interlibrary loan location device has become much more realistic. Hopefully the number of libraries participating in the OCLC-Palinet system will increase in the next few years, and a useable data bank of Lehigh Valley locations will be created which might in turn precipitate the unification of the several existing local delivery systems into one daily, Valley-wide system interfaced at strategic points with the new Inter-Library Delivery Service of Pennsylvania (IDS). These possibilities will not materialize, however, if the Librarians in the region are not aware of them and the need for them and if state and other funding agencies are not willing to invest in projects that are designed to improve standard library service for the average citizen who has clearly demonstrated in this survey that he needs more service than he is currently receiving from his tax dollar.

APPENDIX

Sample Questionnaire and Tables

The libraries of your area are conducting a survey to determine their users' library needs. Would you take a few minutes to complete the survey, and RETURN the survey, unsigned, before you leave the library. Your assistance will help provide better library services for you.

1. Of what city, borough, or township are you a legal resident?

_____

2. Are you a registered borrower in this library; or a student, faculty or staff member at this school? Yes _____ No _____

3. If you are a student, please enter the name of your school or college below.

_____

4. Have you used another library in the past six months? Yes _____ No _____
If yes, please list the name(s) of the library(ies)

_____

_____

5. What is your main purpose for coming to the library? Check no more than two of the categories below.

_____ to borrow library materials
_____ to study or use materials in the library
_____ to find some specific information or fact
_____ to work on term paper, research paper, or literature search
_____ to pick up materials library has obtained for me from another library
_____ to use photocopying machine
_____ for a library program, such as story hour, book talk, class, film showing
_____ meeting place
_____ other. Describe _____

6. Why did you choose this library rather than another area library? Check no more than two.

_____ convenient location
_____ access to parking or public transportation
_____ convenient hours
_____ I am a registered borrower here
_____ collection has what I need
_____ has comfortable facilities
_____ librarians help me find what I need
_____ I do not have access to another library
_____ I tried _____ library, and it did not have what I wanted.
(name)
_____ other. Please describe _____

7. Please check the principal subject matter of the library materials you are using.

_____ art, music, theater
_____ business and economics
_____ fiction
_____ children's books
_____ dictionaries, encyclopedias and reference books
_____ history, politics, geography and travel
_____ local history or genealogy
_____ religion and philosophy
_____ literature and language
_____ arithmetic and mathematics
_____ science
_____ psychology, sociology and social sciences
_____ sports and games
_____ engineering and technology
_____ cooking, needlework and crafts
_____ rare books and manuscripts
_____ other. Describe _____

8. Did you accomplish your purpose in this library? Yes _____ No _____

Do not sign your questionnaire. Thank you for your help.

CHART 1

SURVEY RESPONSES -- TOTALS

	Non-Students (637)		Students (2973)		Total (3610)	
Main Purpose	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
A borrow books	289	45.37	1735	58.36	2024	56.07
B study	261	40.97	1144	38.48	1405	38.92
C reference	196	30.77	876	29.47	1072	29.70
D research	100	15.70	1357	45.64	1457	40.36
E interlibrary loan	15	2.35	24	.81	39	1.08
F photocopy	55	8.63	120	4.04	175	4.85
G library program	17	2.67	21	.71	38	1.05
H meeting place	11	1.73	54	1.82	65	1.80
I other	49	7.69	84	2.83	133	3.68
Why This Library						
A convenience	371	58.24	2034	68.42	2405	66.62
B parking	36	5.65	74	2.49	110	3.05
C hours	78	12.24	259	8.71	337	9.34
D registered borrower	142	22.29	1289	43.36	1431	39.64
E collection	145	22.76	603	20.28	748	20.72
F comfortable facilities	56	8.79	239	8.04	295	8.17
G librarians helpful	55	8.63	238	8.01	293	8.12
H no access to other libs.	42	6.59	208	7.00	250	6.93
I tried other libraries	22	3.45	101	3.40	123	3.41
J other	53	8.32	105	3.53	158	4.38
Principal Subject Matter						
A art, music, theatre	97	15.23	384	12.92	481	13.32
B business	80	12.56	140	4.71	220	6.09
C fiction	154	24.18	878	29.53	1032	28.59
D children's books	88	13.81	162	5.45	250	6.93
E dictionaries, etc.	118	18.52	1234	41.51	1352	37.45
F hist., pol., geog.	146	22.92	840	28.25	986	27.31
G local history	21	3.30	130	4.37	151	4.18
H philosophy & religion	43	6.75	180	6.05	223	6.18
I language & literature	71	11.15	386	12.98	457	12.66
J mathematics	17	2.67	110	3.70	127	3.52
K science	65	10.20	580	19.51	645	17.87
L psych., soc., soc. sci.	67	10.52	418	14.06	485	13.43
M sports	41	6.44	343	11.54	384	10.64
N engineering	38	5.97	127	4.27	165	4.57
O cooking, craft	50	7.85	137	4.61	187	5.18
P rare books	11	1.73	62	2.09	73	2.02
Q other	62	9.73	189	6.36	251	6.95
R education	15	2.35	9	.30	24	.66

CHART 2

Total Non-Affiliated Use by Type of Library

	Total Students & Non-Students	Percent
MAIN URBAN PUBLIC LIBRARIES	1793	50
BRANCH PUBLIC LIBRARIES	284	8
SUBURBAN PUBLIC LIBRARIES	330	9
RURAL PUBLIC LIBRARIES	547	15
ACADEMIC, PRIVATE	434	12
ACADEMIC, STATE	124	3
COMMUNITY COLLEGES	47	1
SPECIAL LIBRARIES	12	
UNCODED LIBRARIES	19	
INVALID	13	
TOTAL	3603	

CHART 3

Non-Students From These Areas

Used These Libraries	URBAN	SUBURBAN	RURAL	INVALID	TOTALS
MAIN URBAN PUBLIC LIBRARIES	23	84	111	6	224 36%
BRANCH PUBLIC LIBRARIES	1	25	14	3	43 7%
SUBURBAN PUBLIC LIBRARIES	14	44	23	4	85 13%
RURAL PUBLIC LIBRARIES	4	6	42	1	53 8%
ACADEMIC, PRIVATE	55	16	51	17	139 22%
ACADEMIC, STATE	3	0	46	1	50 8%
COMMUNITY COLLEGES	11	2	12	5	30 5%
SPECIAL LIBRARIES	1	0	4	1	6 1%
TOTALS	112 18%	117 28%	297 47%	38 6%	630

CHART 4

Students from These Groups of Schools

Used These Libraries	ACADEMIC, PRIVATE		ACADEMIC, STATE		COMMUNITY COLLEGES		PUBLIC SCHOOLS		PRIVATE SCHOOLS		PROFESSIONAL SCHOOLS		SUBURBAN SCHOOLS WITH PUBLIC LIBRARY SERVICE		SUBURBAN SCHOOLS WITHOUT PUBLIC LIB. SERVICE		UNCODED HIGH SCHOOLS	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
MAIN URBAN PUBLIC LIBRARIES	125	4	54	2	72	2	894	30	97	3	14		52	2	21	1	240	8
BRANCH PUBLIC LIBRARIES	6		2		7		163	6	15		0		9		8		31	1
SUBURBAN PUBLIC LIBRARIES	1		12		12		146	5	12		3		13		15		31	1
RURAL PUBLIC LIBRARIES	8		10		21		217	7	7		0		63	2	1		167	6
ACADEMIC, PRIVATE	81	3	17	1	20	1	46	2	22	1	2		4		26	1	77	3
ACADEMIC, STATE	11		9		2		1		0		0		15		2		34	1
COMMUNITY COLLEGES	2		1		0		0		1		0		0		5		8	
SPECIAL LIBRARIES	2		1		2		1		0		0		0		0		0	
UNCODED LIBRARIES	0		0		0		19		0		0		0		0		0	
TOTALS	236	8	106	4	136	5	1487	50	154	5	19	1	156	5	78	2	588	20

Number of Public School Students 28,882
Number of Private School Students 10,537
Number of State College Students 10,983
Number of Private Coll. Students 13,576
Number of Comm. College Students 4,713

Total High School Students 39,419

Total College School Students 29,272

CHART 4A

STUDENT TOTALS

	TOTAL COLLEGE AND PROFESSIONAL SCHOOL #	%	TOTAL HIGH SCHOOL #	%	TOTAL STUDENTS #	%
MAIN URBAN PUBLIC LIBRARIES	265	53	1304	53	1569	53
BRANCH PUBLIC LIBRARIES	15	3	226	9	241	8
SUBURBAN PUBLIC LIBRARIES	28	6	217	9	245	8
RURAL PUBLIC LIBRARIES	39	8	455	18	494	16
ACADEMIC, PRIVATE	120	24	175	7	295	10
ACADEMIC, STATE	22	4	52	2	74	3
COMMUNITY COLLEGES	3		14		17	1
SPECIAL LIBRARIES	5		1		6	
UNCODED LIBRARIES	0		19		19	1
TOTALS	497	17	2463	83	2960 + 13 invalid = 2973	

CHART 5

QUESTION #5 - MAIN PURPOSE

		MAIN URBAN PUBLIC LIBRARIES				BRANCH PUBLIC LIBRARIES				SUBURBAN PUBLIC LIBRARIES				RURAL PUBLIC LIBRARIES				ACADEMIC, PRIVATE				ACADEMIC, STATE				COMMUNITY COLLEGES				SPECIAL LIBRARIES			
Total Responders		224		1569		43		241		85		245		53		494		139		295		50		74		30		17		6		6	
		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students	
		#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
to borrow	A	103	50	994	63	22	51	163	68	54	64	143	58	37	70	308	62	45	32	83	28	9	18	15	20	7	23	1	6	0		0	
to study	B	82	37	544	35	9	21	83	34	26	31	84	34	9	17	179	36	71	51	147	50	25	50	36	49	17	57	12	71	6	100	3	50
to find info	C	89	40	539	34	9	21	86	36	23	27	59	24	10	19	145	29	40	29	61	21	15	30	13	18	6	20	3	18	3	50	1	17
to work	D	33	15	728	46	5	12	105	44	8	9	100	41	4	8	184	37	34	24	159	54	9	18	38	51	6	20	11	65	2	33	5	83
to pick up	E	2		14		1		3		2		1		5	9	5		2		1		0		0		3		0		0		0	
photocopy	F	21	9	63		3	7	10		7	8	9		6	11	19		8	6	14	5	8	16	2		0		0		0		0	
library program	G	5		10		3	7	1		3		1		2		4		0		2		1		0		1		0		0		0	
meeting place	H	1		30		0		1		0		5		0		12		3		4		3	6	2		3	10	0		0		0	
other	I	12	5	24		4	9	4		4	5	2		3	6	18		16	12	21	7	8	16	11	15	3	10	1	6	0		0	

CHART 6

QUESTION #6 - WHY THIS LIBRARY

		MAIN URBAN PUBLIC LIBRARIES				BRANCH PUBLIC LIBRARIES				SUBURBAN PUBLIC LIBRARIES				RURAL PUBLIC LIBRARIES				ACADEMIC, PRIVATE				ACADEMIC, STATE				COMMUNITY COLLEGES				SPECIAL LIBRARIES			
Total Responders		224		1569		43		241		85		245		53		494		139		295		50		74		30		17		6		6	
		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students	
		#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
convenient	A	103	46	981	63	28	65	217	90	61	72	174	71	39	74	408	83	79	57	149	51	26	52	48	65	17	57	13	76	2	33	0	
parking	B	13	6	54		2	5	6		11	13	2		0		7		2		6		2		0		2	7	0		0		0	
hours	C	31	14	139	9	2	5	22	9	6	7	10		7	13	49	10	14	10	29	10	9	18	2		7	23	2	12	0		0	
registered	D	49	22	789	50	11	26	100	41	30	35	115	47	21	40	228	46	22	16	18	6	1		6	8	2	7	1	6	0		0	
collection.	E	55	25	344	22	3	7	22	9	9	11	30	12	8	15	63	13	37	27	104	35	14	28	13	18	10	33	5	29	3	50	6	100
comfortable	F	22	10	113	7	0		23	10	5	6	16	7	4	8	27	5	12	9	50	17	2		5	7	1		4	24	0		1	17
librarians help	G	14	6	102	7	8	19	35	15	8	9	15	6	6	11	65	13	5		10		2		0		3	10	1	6	1	17	0	
no other access	H	26	12	119	8	2	5	8		1		8		5	9	50	10	6		7		2		8	11	2	7	0		0		0	
tried other libs.	I	11	5	49		1		2		1		2		0		5		5		33	11	1		5	7	3	10	0		1	17	3	50

CHART 7

QUESTION #7 - PRINCIPAL SUBJECT MATTER

		MAIN PUBLIC LIBRARIES				BRANCH PUBLIC LIBRARIES				SUBURBAN PUBLIC LIBRARIES				RURAL PUBLIC LIBRARIES				ACADEMIC, PRIVATE				ACADEMIC, STATE				COMMUNITY COLLEGES				SPECIAL LIBRARIES			
Total Responders		224		1569		43		241		85		245		53		494		139		295		50		74		30		17		6		6	
		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students		non-student		students	
		#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
art	A	42	19	239	15	5	12	27	11	14	16	27	11	6	11	59	12	15	11	28	9	5	10	6	8	7	23	2	12	0		0	
business	B	35	16	71	5	3	7	12	5	10	12	8		1		22		19	14	18	6	3	6	5	7	6	20	1	6	1	17	1	17
fiction	C	57	25	480	31	16	37	94	39	38	45	88	36	20	38	211	43	9	6	8		3	6	3		1		0		0		0	
children's books	D	30	13	96	6	10	23	12	5	25	29	10		8	15	43	9	6		4		2		3		3	10	0		0		0	
dictionaries	E	40	18	585	37	5	12	103	43	14	16	140	57	8	15	261	53	28	20	83	28	11	22	12	16	3	10	6	35	1	17	0	
history	F	59	26	456	29	13	30	71	29	17	20	71	29	12	23	145	29	26	19	82	28	8	16	16	22	4	13	4	24	0		0	
local history	G	12	5	72	5	1		12	5	1		8		3	6	32	6	1		5		0		1		0		0		0		0	
religion	H	14	6	108	7	2	5	18	7	5	6	10		4	8	17		10	7	23	8	3	6	4	5	1		2	12	0		0	
literature	I	20	9	214	14	4	9	25	10	8	9	29	12	4	8	48	10	22	16	64	22	7	14	6	8	0		1	6	0		0	
arithmetic	J	3		66		0		8		1		3		1		22		6		9		2		2		2	7	0		0		0	
science	K	21	9	307	20	1		57	24	4	5	54	22	5	9	92	19	19	14	44	15	3	6	7	9	5	17	4	24	2	33	2	33
psychology	L	23	10	247	16	4	9	23	10	10	12	37	15	3	6	38	8	20	14	60	20	3	6	12	16	2	7	2	12	0		1	17
sports	M	15	7	161	10	1		43	18	8	9	23	9	5	9	98	20	5		8		3	6	9	12	3	10	2	12	0		0	
engineering	N	13	6	71	5	1		8		4	5	6		4	8	22		7	5	15	5	1		4	5	6	20	1	6	1	17	0	
cooking	O	19	8	69		3	7	15	6	16	19	13	5	4	8	40	8	2		1		1		1		1		0		0		0	
rare books	P	2		35		0		10		0		3		2		5		2		7		1		2		3	10	0		0		0	
other	Q	21	9	81	5	1		12	5	4	5	11		3	6	36	7	17	12	32	11	8	16	13	18	1		3	18	3	50	3	50
education	R	1		3		0		0		0		0		0		0		10	7	7		4	8	2		0		0		0		0	

CHART 8

Subjects sought by unsatisfied users
by type of library

		public library	branch library	suburb. library	rural library	public library total	private college	state college	comm. college	college total	grand total
A	art, music, theatre	23	3	1		27	5		3	8	35
B	business	5	1	1		7	1		1	2	9
C	fiction	21	4	3		28	2	2		4	32
D	children's books	7				7		1		1	8
E	dictionaries, etc.	35	5	7	2	49	8	2		10	59
F	hist., pol., geo., trav.	32	3	4		39	8	1	1	10	49
G	local history	5		1		6	2			2	8
H	phil. & rel.	9	2			11	4	1	2	7	18
I	lang. & lit.	17	3	1		21	5			5	26
J	mathematics	9		1		10	2			2	12
K	science	15	1	3		19	3			3	22
L	psych., soc., soc. sci.	19	1	2	1	23	7			7	30
M	sports	9	2	3		14	2	1	1	4	18
N	engineering	7		1		8	1	1		2	10
O	cooking, etc.	5				5		1		1	6
P	rare books	4	2	1		7	1	1	1	3	10
Q	other	6	1			7	7	2		9	16

CHART 9

Purpose of library visit by unsatisfied users
by type of library

		public library	branch library	suburb. library	rural library	public library total	private college	state college	comm. college	college total	grand total
A	borrow books	63	9	5		77	16	1	1	18	95
B	study	40	3	3		46	17	2	3	22	68
C	reference	38	5	5	2	50	12	4	1	17	67
D	research	51	9	9	2	71	22	6	1	29	100
E	interlibrary loan	4	1	1		6					6
F	photocopy	7	1	1		9	2	1		3	12
G	library program								1	1	1
H	meeting place	4	2	2		8	1	1	1	3	11
I	other	3				3	1			1	4